

Know the Facts Campaign

May 2021



Campaign Background

- Campaign started in 2017 as part of the State Opioid Response grant
- In 2019, our marketing partners at CVR took over the campaign
- Formerly known as “Know the O Facts”
- Conveying real stories of persons in recovery was a key insight from the 2019 research and is proving to help spread key messages.



Campaign Goal

- Know the Facts is Indiana's initiative to raise awareness and empathy around the substance use disorder epidemic in order to reduce stigma.
- This program serves to educate Hoosiers on three facts about substance use disorder:
 - Addiction is a disease
 - Treatment is available
 - Recovery is possible



Recent Campaign Research

- Research was conducted in 2019 and 2021 to test awareness and stigma reduction as a result of the campaign
- The concept of “Know The Facts” resonates with people as it has definitely gained recognition since we tested the “Know the O Facts” campaign awareness in 2019 (+21.8% points).
- The 2021 survey results show a 7.5%-point increase in believing that insurance should pay for SUD treatment, possibly suggesting more Hoosiers are feeling empathic toward people suffering from substance use disorders.



Recent Campaign Research

- People continue to believe that substance use disorders are within one's control rather than thinking of them as diseases that afflict someone.
 - Over 50% of respondents in both the 2019 and 2021 research indicated "somewhat" or "strongly" agree that "people with substance use disorders generally have limited will power and make poor life choices."
 - This result leads us to developing real stories of people who have a loved one suffering from a substance use disorder. Convincing this group to view substance use disorders as a disease should erode the belief that their loved one simply lacks the will power to overcome the disorder.
 - Survey results also showed a 5.3% increase in familiarity with the phrase "addiction is a disease."



Current Stories of Hope

A handful of individuals have graciously shared their stories to help build empathy, reduce stigma and show that recovery is possible.





Future Stories of Recovery

Our team is actively seeking individuals in the following categories to convey stories of recovery from different, unique angles.

- Provider / Counselor
- Family Member
- Friend
- Diverse Person in Recovery (ideally not from central Indiana)

TV Advertising





Outdoor Advertising





Social Media Advertising





Ways to Engage

- On social media (Facebook and Instagram: @KnowTheFactsIndiana, Twitter:@FSSAIndiana), Know the Facts posts videos and factual information that Hoosiers can learn from and share.
- At KnowTheFactsIndiana.org visitors can
 - Read about addiction and substance use disorder
 - Learn positive, stigma-reducing terms and other tips
 - Take a quiz to show what they know
 - Send anonymous messages of support to fellow Hoosiers working on their recovery

1 → **Addiction to drugs, also known as substance use disorder, is**
_____ *

- A. A disease
- B. Something easy to overcome
- C. Not affecting Hoosiers
- D. Not something we should talk about

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Great Job!

A. A disease

Those who are struggling with substance use disorder are unable to control their use of illegal or legally prescribed drugs. Addiction is a disease. But with support and treatment, there is hope for recovery.

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Ways to Engage

Know the facts.

Understanding SUBSTANCE USE DISORDER

The more we know about substance use disorder, the better we can help fellow Hoosiers.

1. KNOW It's a disease.



2. SUPPORT There is treatment.

3. HOPE Recovery is possible.



KnowTheFactsIndiana.org

#KnowTheFacts

This work is supported by the Substance Abuse and Mental Health Services Administration, Rural Opioids Technical Assistance Grants program [grant opportunity #: 14Y933938-01]

Know the facts.

Understanding SUBSTANCE USE DISORDER

KnowTheFactsIndiana.org
#KnowTheFacts

The more we know about substance use disorder, the better we can help fellow Hoosiers.

- 1 KNOW**
It's a disease.
- 2 SUPPORT**
There is treatment.
- 3 HOPE**
Recovery is possible.

Opioids can cause serious changes to the brain and body.

- Opioids excite the parts of the brain that make you feel good.
- After you take them for a while, the "feel-good" parts of your brain get used to them.
- You may need more and more to get those same feelings.
- Soon, your brain and body must have them just to feel normal.
- You can't stop using the drug just because you want to.

If you need help to stop using opioids, it is available. Different kinds of treatment work for different people.

Treatment types can be:

- Outpatient**—treatment by a doctor, but you go home every day.
- Inpatient**—treatment in a hospital or a residential facility where you could stay for days or weeks.
- Medication-Assisted Treatment**—treatment that uses both medicines and counseling to help your body recover.

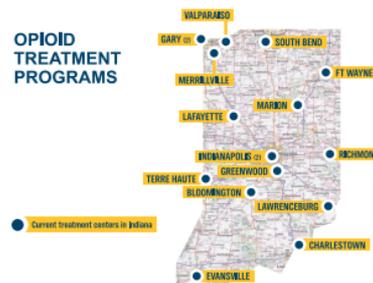
Recovery is learning to live without opioids. And it is possible with help. Getting better takes time. Treatment can help you stop using drugs and improve your health and wellness.

Setbacks may be part of recovery. It may take many tries to stop using opioids. Don't give up hope!

"There's not just one way to recover. I started taking recovery more seriously. I began listening more at group meetings, and found myself wanting to emulate others' stories of recovery." — Amy R

Visit www.IN.gov/recovery.

OPIOID TREATMENT PROGRAMS



HELP REDUCE STIGMA Language Matters

SAY THIS → NOT THIS

SAY THIS	NOT THIS
Person with opioid use disorder	Addict, user, druggie, junkie, abuser
Disease	Drug habit
Person living in recovery	Ex-addict
Person arrested for a drug violation	Drug offender
Substance dependent	Hooked
Medication is a treatment tool	Medication is a crutch
Had a setback	Relapsed
Maintained recovery; substance-free	Stayed clean
Negative drug screen	Clean
Positive drug screen	Dirty drug screen

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Get help now.

Call 2-1-1 to connect with treatment.

Suicide Prevention: 800-273-8255

Contact

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